

## Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W  
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R 150707Z APR 76  
FM AMEMBASSY CANBERRA  
TO SECSTATE WASHDC 7967  
INFO AMCONSUL BRISBANE  
AMCONSUL MELBOURNE  
AMCONSUL PERTH  
AMCONSUL SYDNEY

UNCLAS CANBERRA 2833

SYDNEY ALSO PASS TRADE CENTER

FOR WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: FY76 CCP: THIRD QUARTER PROGRESS REPORT

REF: CANBERRA 0528

1. INTRODUCTION AND SUMMARY: BUSINESS ACTIVITY REMAINED  
SUBDUED IN AUSTRALIA DURING THIRD QUARTER FY76 AS ECONOMIC  
RECOVERY FAILED TO MAKE SIGNIFICANT HEADWAY. BASIC  
ACTIVITIES UNDER CCP PROCEEDED APACE, HOWEVER, AND THERE  
HAVE BEEN NO SIGNIFICANT SHORTFALLS REPORTED FROM ACTION GOALS  
SPECIFIED IN CCP. PRINTING AND GRAPHIC ARTS EQUIPMENT TRADE  
MISSION SCHEDULED FOR FOURTH QUARTER CANCELLED BECAUSE  
OF PROCUREMENT PROBLEMS, AND NMTBA MISSION POSTPONED AT  
ORGANIZERS REQUEST. EXCEPT IN CASE OF PRIORITY PROJECT  
CONCERNING WESTERN AUSTRALIA MAJOR EXPORT PROJECTS,  
SUBSTANTIAL UNDER-UTILIZATION OF FINANCIAL RESOURCES  
ORIGINALLY ESTIMATED AS REQUIRED CONTINUES TO BE REPORTED,  
DUE TO POSTS' UNCERTAINTY AS TO AMOUNTS ACTUALLY AVAILABLE.  
BECAUSE OF SCHEDULING DIFFICULTIES IT AGAIN PROVED IMPOSSIBLE  
TO ORGANIZE COUNTRY COMMERCIAL ACTION GROUP MEETING AS  
REPORTED PLANNED IN REFTEL. MEETING NOW TENTATIVELY SLATED FOR  
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MID-MAY. CAMPAIGN DETAILS FOLLOWS. END SUMMARY AND INTRO-

DUCTION.

2. CAMPAIGN NO. 1 - PRINTING AND GRAPHIC ARTS EQUIPMENT.

(A) HELD A MULTI-COMPANY BSP AS SCHEDULED WITH PRODUCTS OF 21 U.S. FIRMS IN MARCH WITH POSSIBLE SALES OF US DOLS 1.5 MILLION AND 810 ATTENDEES.

(B) OBTAINED THREE TRADE OPPORTUNITIES. FOUR WERE SCHEDULED. (YTD-8, 4 BEHIND SCHEDULE).

(C) MADE 4 PERSONAL CALLS. FIFTEEN WERE SCHEDULED. (YTD-40, 5 AHEAD OF SCHEDULE).

(D) FIVE PERSON-DAYS WERE CHARGED TO CAMPAIGN, BRINGING TOTAL FOR YEAR TO 117, ALMOST TWICE THE REQUIREMENT ESTIMATED IN FINAL CCP DOCUMENT. HOWEVER, NO FINANCIAL RESOURCES WERE EXPENDED AND TOTAL UTILIZED TO DATE REMAINS AT DOLS 25 OR APPROXIMATELY 2 PERCENT OF REQUIREMENTS ORIGINALLY ESTIMATED.

(E) TRADE MISSION SCHEDULED FOR FOURTH QUARTER HAS NOW BEEN CANCELLED BECAUSE OF PROCUREMENT PROBLEMS.

3. CAMPAIGN NO. 2 - AGRICULTURAL EQUIPMENT.

(A) MADE THREE PERSONAL CALLS. FIVE WERE SCHEDULED. (YTD 28, 13 AHEAD OF SCHEDULE).

(B) SUBMITTED FIVE TRADE OPPORTUNITIES. THREE WERE SCHEDULED. (YTD-13, 1 AHEAD OF SCHEDULE).

(C) DUE TO TRANSFER OF FORMER CAMPAIGN MANAGER AND RECENT ARRIVAL OF HIS REPLACEMENT, THIS PROGRESS REPORT SUBMITTED IN INCOMPLETE FORM AND MAY BE SUPPLEMENTED IN SUBSEQUENT TELEGRAM.

4. CAMPAIGN NO. 3 - METALWORKING AND FINISHING MACHINERY AND EQUIPMENT.

(A) MARKETING SEMINAR FOR 26 AUSTRALIAN AGENTS, POSTPONED FROM SECOND QUARTER, WAS HELD.

(B) OBTAINED 8 TRADE OPPORTUNITIES. FOUR WERE SCHEDULED (YTD-22, 10 AHEAD OF SCHEDULE).

(C) MADE 14 PERSONAL CALLS. TEN WERE SCHEDULED. (YTD-53, 18 AHEAD OF SCHEDULE).

(D) A TOTAL OF 24 PERSON-DAYS WERE CHARGED TO CAMPAIGN, BRINGING YTD TO 184 OR ABOUT TWO AND ONE-HALF TIMES TOTAL REQUIREMENTS ESTIMATED FOR ENTIRE FISCAL YEAR. AGAIN, NO UNCLASSIFIED

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FINANCIAL RESOURCES WERE UTILIZED, HOWEVER, AND TOTAL EXPENDITURES FOR CAMPAIGN STILL STAND AT 12 PERCENT OF YEAR'S ESTIMATED REQUIREMENTS.

5. CAMPAIGN NO. 4 - BIOMEDICAL EQUIPMENT

(A) MADE 20 PERSONAL CALLS. FIVER WERE SCHEDULED. (YTD-42, 12 AHEAD OF SCHEDULE).

(B) OBTAINED 9 TRADE OPPORTUNITIES. FIVE WERE SCHEDULED.

(YTD-24, 5 AHEAD OF SCHEDULE).

(C) ASSISTED TWO TRAVELLERS TO U.S. WHO WISH TO PURCHASE U.S.-MADE EQUIPMENT.

(D) UTILIZED 34 PERSON-DAYS ON CAMPAIGN TO BRING YTD TOTAL TO 64 OR 46 PCT OF ESTIMATED ANNUAL REQUIREMENT. EXPENDED DOLS 30 DURING QUARTER FOR YTD TOTAL OF DOLS 180 OR 15 PERCENT OF ORIGINALLY ESTIMATED REQUIREMENT.

6. CAMPAIGN NO. 5 - INDUSTRIAL AND SCIENTIFIC INSTRUMENTS

(A) OBTAINED PARTICIPANT FOR ONE SINGLE COMPANY BSP AS SCHEDULED (YTD-4, ON SCHEDULE).

(B) OBTAINED 19 TRADE OPPORTUNITIES. SEVEN SCHEDULED. (YTD-27, 10 AHEAD OF SCHEDULE).

(C) MADE 5 PERSONAL CALLS. TEN WERE SCHEDULED. (YTD-27, 7 AHEAD OF SCHEDULE).

(D) A TOTAL OF TEN PERSON-DAYS WERE CHARGED AGAINST CAMPAIGN BRINGING YTD TOTAL TO 25, ABOUT 30 PCT OF ESTIMATED FY REQUIREMENT. NO FINANCIAL OUTLAYS WERE CHARGED, AS IN PREVIOUS TWO QUARTERS OF THE YEAR.

(E) SPECIAL ASSISTANCE WAS GIVEN TO ONE AMERICAN VISITOR SEEKING REPRESENTATION, ONE DISPLAY WAS MOUNTED IN USTC SHOW WINDOW AND FOUR NAMES WERE FORWARDED TO WASHINGTON UNDER THE FOREIGN BUYER PROGRAM. A DIRECT MAIL CAMPAIGN TO 87 AGENTS AND END-USERS WAS CARRIED OUT FROM BRISBANE.

7. PRIORITY PROJECT: VISIT USA

(A) BULK DISTRIBUTION OF A VARIETY OF MATERIAL WAS MADE TO THE TRAVEL INDUSTRY, THE AIRLINES AND POSTS IN AUSTRALIA. THIS INCLUDED EXHIBIT BROCHURES ON CONVENTIONS AND EXHIBITIONS IN THE UNITED STATES AS WELL AS TRAVEL LITERATURE AND OTHER PUBLICATIONS OF UNCLASSIFIED

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INTEREST TO THE INDUSTRY.

(B) REPRESENTATIVES OF THE TRAVEL MEDIA WERE INTERVIEWED AND MATERIAL SUPPLIED TO THEM.

(C) TOTAL OF 32 PERSON-DAYS WERE CHARGES TO CAMPAIGN, BRINGING TOTAL TO 109 FOR YTD, COMPARED TO 60 ORIGINALLY ESTIMATED AS YEAR'S REQUIREMENT. FINANCIAL EXPENDITURES OF DOLS 65 WERE CHARGED TO CAMPAIGN FOR YTD TOTAL OF DOLS 240, ABOUT 40 PCT OF YEAR'S ESTIMATED REQUIREMENTS.

8. PRIORITY PROJECT: WESTERN AUSTRALIA MAJOR PROJECTS.

(A) SUBMITTED REPORTS ON NORTH WEST SHELF GAS AND OIL, JUMBO STEEL MILL, AND AGNEW NICKEL PROJECTS.

(B) PROJECT MANAGER VISITED NICKEL MINE IN KAMBALDA, GOLD MINE IN KALGOORLIE, IRON MINE IN PARABURDOO, IRON ORE LOADING FACILITIES AND SALT MINES AT PORT HEDLAND

AND DAMPIER.

(C) PROJECT MANAGER PARTICIPATED IN MEETING OF WESTERN AUSTRALIAN BRANCH OF MAJOR PROJECTS COMMITTEE OF THE AMERICAN CHAMBER OF COMMERCE IN AUSTRALIA FOR THE PURPOSE OF REVIEWING INVENTORY OF ALL MAJOR PROJECTS IN WESTERN AUSTRALIA.

(D) A TOTAL OF 18 PERSON-DAYS WERE CHARGED AGAINST PROJECT, BRINGING YTD TOTAL TO 31, OR 31 PCT. OF TOTAL ESTIMATED REQUIREMENTS FOR YEAR. FINANCIAL EXPENDITURES OF DOLS 591.62 WERE CHARGED, FOR YTD TOTAL OF DOLS 670, ABOUT 80 PCT OF TOTAL ESTIMATED REQUIREMENTS FOR THE YEAR.

(E) FINALLY, AFTER THOROUGHLY REVIEWING PRIORITIES, THE PERTH CONSULATE DECIDED NOT TO NOMINATE A LEADER GRANTEE PARTICIPANT IN CONNECTION WITH THIS CAMPAIGN. HARGROVE

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